

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-06 RSC-01 /018 W

----- 105382

R 041440Z NOV 74

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 9937

INFO AMCONSUL ALEXANDRIA

UNCLAS CAIRO 8751

E.O. 11652: NA

TAGS: BEXP XF

SUBJECT: MARINE INDUSTRIES CATALOG SHOW

REF: STATE 224873 AND CAIRO 8473

1. STATE REFTEL RECEIVED BY POUCH.
2. BECAUSE OF USG PARTICIPATION IN THE CAIRO INTERNATIONAL FAIR FROM MARCH 10-31, 1975, THE EMBASSY DOES NOT THINK A MARINE INDUSTRIES CATALOG SHOW WOULD BE APPROPRIATE FOR CAIRO IN MARCH, 1975.
3. AT SOME LATER DATE, A PROMOTION RELATING TO SHIP AND BOAT BUILDING AND MARINE EQUIPMENT COULD BE PRODUCTIVE. WITH REOPENING OF SUEZ CANAL IN PROSPECT, MARKET FOR DOCKSIDE EQUIPMENT INCLUDING COLD STORAGE AND WAREHOUSING IS ATTRACTIVE. HOWEVER, CATALOG SHOW MAY NOT BE MOST EFFECTIVE MEANS OF REACHING THIS MARKET. EMBASSY BELIEVES THAT SALES COULD BE MORE EFFECTIVELY ACHIEVED BY EITHER PARTICIPATION IN US EXHIBITION AT CAIRO INTERNATIONAL FAIR OR BY VISITS OF COMPANY REPRESENTATIVES TO EGYPT.
4. AS AN ALTERNATIVE FOR MARCH 1975, MARINE INDUSTRIES CATALOG SHOW COULD BE SCHEDULED FOR ALEXANDRIA WITH CONGEN ALEXANDRIA MAKING NECESSARY ARRANGEMENTS. AS EGYPT'S PRINCIPAL PORT AND SHIPBUILDING CENTER, PROMOTIONS IN THIS AREA MIGHT BE MOST EFFECTIVE IN ALEXANDRIA.

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EILTS

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Message Attributes

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Disposition Event:
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